



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES

April 10, 2013

Board of Directors

Eric Bender, Robert Cushman, Sauli Danpour, Kathy Faulk, Robert Hanasab, Steve Hathaway, Matt Nolan (as proxy for A. Yellin), Peklar Pilavjian, Carol Schatz, Patrick Spillane, Daniel Swartz, Cari Wolk, Adele Yellin

Absent

Jim Bonham, Marty Caverly, Barbara Bundy, David Damus, Frank Frallicciardi, Peggy Moretti, Paul Rutter, Cindy Troesh, Peter Zen

Staff

Hal Bastian, Nina Decker, Randall Ely, Lauren Mitchell, Lena Mulhall, Ken Nakano, Angela Puchala, Jonna Winnicki

Guest

Lynette Walker- FIDM

CALL TO ORDER

Faulk called the meeting to order at 8:07 a.m. Faulk asked the attendees to say their name and company representing.

PROPERTY OWNER OR PUBLIC COMMENT: None.

APPROVAL OF MINUTES

Approval of Minutes from February 13, 2013. A motion was made by Patrick Spillane to approve the minutes, Peklar Pilavjian seconded and motion was approved.

FINANCE

Danpour Reported:

There are two (2) months financials (January - February) to be reviewed and approved. The Finance Committee has reviewed and approved both months. Revenue for January is favorable by \$21K year-to-date. Expenses are favorable by \$15K year-to-date. The primary components contributing to the favorable outcome is Administration costs which is favorable by \$11K, primarily due to staffing that remains unfilled and legal bills that are a timing issue. Maintenance is unfavorable by \$6,600 year-to-date. This is a result of an expense that was carried forward from 2012 and paid in January. Marketing is favorable by \$6K, which is a result of staffing turnover and some timing issues on a prepaid item that was scheduled for February but was paid in January. Revenue for February is favorable by \$42K which is primarily due to a timing issue. Expenses are favorable by \$73K. The primary components contributing to the favorable outcome is Administration costs which is favorable by \$9K, primarily due to staffing that remains unfilled. Another component of the favorable outcome was due to year-end bonuses which are normally paid in February but were paid in December 2012. Marketing was \$63K favorable. This is primarily due to staffing vacancies and marketing project that has been delayed to later in the year.

A motion was made by Spillane to approve January financials as presented, Swartz seconded and was approved. A motion was made by Spillane to approve February financials as presented, Swartz seconded and was approved.

Ely Reported on Audit Review from 2012:

The Audit went very well. The Finance Committee reviewed in detail during last week's meeting. There are only two notes that were included in the Report. The first note is Conflict of Interest statements from Board Members. This is currently being prepared and will be included in the next Board of Director's meeting. The other note is vacation accrual for staff. There are a few staff members who are over the accrual amount. Those employees will be scheduling vacation to reduce that amount. The Auditors found nothing significant and were pleased at how Chodorow is maintaining the books.

The summary letter from the Audit Committee is included in the Board Book.

Faulk requested a motion be made to approve the 2012 Audit Financials. The motion was made by Spillane as presented, Yellin seconded and was approved.

PRESIDENT'S REPORT

Schatz introduced new staff DCBID staff members: Jonna Winnicki, Admin. Assistant in the Economic Development Dept. and Angela Puchala, Graphic Design & Marketing Assistant. Angela will be full-time and replaces Jacob Holloway and Gennia Cui who were both part-time. Schatz also announced that Troy Soumis will be joining the DCBID on April 16th as Economic Development Associate, Research and Special Projects.

Schatz reported on Executive Session whereby Board vacancies were discussed this morning. Schatz reviewed the Board vacancies and asked for recommendations of any property owners who may be valuable to sit on the Board. Schatz also reminded the Board that attendance is needed and reviewed terms. The Board who term-out in 2013 will appoint themselves at next Board meeting.

Schatz also reported on:

The city has created by action yesterday, a new Economic Development department that is being called Economic Development & Workforce. The city is planning to move the city clerk BID operations to this new dept. The city will not hire additional staff, but will move staff from other depts.

OPERATIONS

Nakano reported:

Operations Staff are actively looking for a new service center location. The best prospect at this time appears to be 914 S. Olive Street. This location has convenient parking and alley access (which is ideal).

Safety:

Though we continue to see a rise in the quality of life issues within the district, LAPD crime statistics show that Part-1 Crimes remain low and doesn't reflect what we are seeing out in the field. The Safety patrol has been focusing on our known problem areas which consistently attract illegal encampments.

	<u>March 2013</u>	<u>March 2012</u>
Calls For Service	3,309	1,161
Self Initiated Calls/Incidents	10,917	11,208
LAFD Assists	11	11
LAPD Assists	22	9
Misdemeanor Incidents	677	846
Felony Incidents	7	10
Quality of Life Incidents	3,457	3,618

Safety Staff received training on the following topics:

- Use of Force Procedures/Policy
- Petty Theft Arrest Procedures
- Bike Patrol Refresher
- Disaster Preparedness
- Scenario Training

Maintenance:

The newly fabricated gum removal machine was tested this past month at 9th & Olive, this test was successful and allows us to move forward with planning the deployment of this device. Operations staff is currently working with

the neighborhood prosecutor to try and obtain permission and clearance to use "Community Service" hours to have someone use the machine in the field.

The operations committee has also suggested possibly using a large side of the cart for advertising purposes.

BID ACTION:

The Operations Committee has suggested possibly doing a public relations campaign on the DCBID Homeless Outreach Team: At the request of the Committee, Operations staff has gathered some statistics to bring to the Board for discussion.

Wolk Reported:

Cari Wolk reported on the Operations Committee Meeting. She discussed the stats and accomplishments of BID ACTION. She proposed that the stats/accomplishments of BID ACTION outreach be publicized in order to show the Downtown community the effectiveness of the BID's efforts. A suggestion was to highlight some of the success stories of homeless individuals who were taken off of the street.

MARKETING

Mitchell Reported:

Mitchell highlighted some of the events that took place during the months of February and March.

Marketing Campaigns

The DCBID is proud to report that this year's Valentine's Day campaign, *Romance in the City: Valentine's in Downtown LA*, was a success. Traffic to the landing page increased by 50% over last year with 15,000 page views. Visitors to our website spent an average of 2:15 minutes exploring content. We also increased our email list by 700 new subscribers – a 50% jump over 2012.

Participating businesses included: Border Grill; Café Pinot; Chaya Downtown; Engine Co. No. 28; FIGat7th Farmers Market; Hilton Checkers; Kendall's Brasserie; LA Athletic Club; LA Prime; Millennium Biltmore Hotel; Morton's The Steakhouse; Nick + Stef's Steakhouse; Noé Restaurant; Omni Los Angeles Hotel; Patina; Qdoba Mexican Grill; St. Vincent Jewelry Center; The Edison; The Standard; Walt Disney Concert Hall; Westin Bonaventure; and Yolanda Aguilar Spa.

Planning for the DCBID's spring campaign began in March. Titled "*Explore LA's Urban Frontier*," the campaign highlights 2 miles of historic and cultural sites in the Central District, along with ways to stay and play – from hotel packages to specials. The campaign will be promoted from Earth Day through Mother's Day.

New Resident Event

As part of the DCBID's initiative to build community in Downtown LA, the Downtown resident event series continues. The next mixer takes place on April 24 at Border Grill. Residents from the Bunker Hill area are invited to attend.

Website

We continue to make improvements to our website, including enhancing the images on our home page and adjusting our search tools based on popularity. Now that we are fully staffed, we are going to revisit the website redesign.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The Guides were present at the weekly Farmers' Markets and showcased the kiosk at the *Dorfman in Love* Premiere at the Downtown Independent & "Get Your Spring On" Event at FIGat7th. We also created a rotating schedule for the kiosk, targeting the most popular intersections in Downtown for pedestrians.

The Welcome Map and Bags continue to be in high demand. The maps are distributed via our Downtown Guides in Downtown LA, and via Certified Folder Display to major transportation hubs and tourist attractions in Southern California. The Welcome Bags greeted new tenants and residents when they moved in.

During February and March, the Ambassadors provided 1,124 directions and contacted 1,126 businesses. They also distributed 1,671 Welcome Maps and 550 Welcome Bags. Welcome Bags were delivered to residential buildings and businesses including The Flats, The Stillwell Hotel, Super Cuts, SB Lofts, and SB Manhattan Lofts. The Downtown Guides are now staffed with a four person team.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 30,000 current subscribers. They highlighted 11 new business openings, 23 Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

The April-June quarterly newsletter arrived to stakeholders. The issue highlighted the Downtown LA Demographic Survey, recognized DCBID Sergeant Priscilla Valdez, and much more.

Events

The DCBID co-hosted the premiere night for Dorfman In Love, a romantic comedy about living in Downtown LA produced by Leonard Hill. The DCBID conducted extensive outreach to residents promoting the film. Approximately 80 guests, including the cast, attended the opening night. Guests walked to Pitfire Pizza after the screening for the after party.

Planning has begun for the Annual Property Owners Breakfast. Please save the date: Thursday, May 23 at 7:45am at the LA Athletic Club. Invitations will be mailed this month. Councilman José Huizar and LAPD Captain Horace Frank will join Carol and Kathy for remarks.

Dog Day Afternoon at the Cathedral will take place on Wednesday, July 10, 2013. We already have 67 reservations. The Public Safety Appreciation BBQ will take place in August this year at FIGat7th. Please save the date: Friday, August 2 or 9.

Public Relations

Our public relations firm secured coverage for our Valentine's Day and Easter. We issued an RFP this past Monday.

The DCBID received an award at the Pershing Square Advisory Board's Annual Party for their excellent public safety support of the Summer Concert series. Lauren Mitchell is a member of the Board.

Marketing Roundtable Meetings

The DCBID hosted its monthly Roundtable Meetings attended by 80 guests. Presenters included the Special Olympics, New Filmmakers, the Psomas Paper Yacht Challenge, and Art Walk.

ECONOMIC DEVELOPMENT

Bastian Reported:

Demographic Study

- Downtown LA's Demographic Survey for 2013 was launched on March 18th to recruit preferred restaurants, retailers and providers of goods and services to Downtown Los Angeles. This is a significant part of enabling DCBID to continue its role in creating a vibrant community and dynamic city for Downtown residents, visitors and workers. In order to publicize the survey, a coordinated plan - including a fantastic street team, as well as Downtown residential managers and businesses, were involved in the survey's promotion. The results will be released in early June 2013.

Retail Recruitment Program

- Three restaurants opened in February: Simply Salad – adding a new healthy addition to the Medallion Lofts, Juice Crafters – opening its third location in Los Angeles on Spring and 7th Street, Casa Nostra Ristorante – an Italian cuisine restaurant hailing from Pacific Palisades opened near L.A. LIVE.
- Tangram Studio: an industrial and interior design firm also planted roots in Downtown in February at the PacMutual Building.
- In March, three notable restaurants opened, including Fat Burger – a beloved 60-year old brand, King Eddy Saloon – re-opened under new ownership, and Sprinkles Cupcakes – home of Los Angeles' chic dessert opened at FIGat7th's Taste.
- On March 11th the historic Woolworth Building on Broadway met its new tenant, Ross Dress for Less. The 39,000 square foot store has restored the beautiful landmark building that was originally built in 1920.
- Downtown proudly welcomed the grand opening of Equinox – a luxury gym to the U.S. Bank Tower.
- Overall, we toured 12 restaurants and over 5 retailers that are interested in opening locations in Downtown.

Broker Outreach

- We met with various brokerage firms to discuss recruiting retail tenants to Downtown. A few of the brokerage firms: Avison Young, Colliers, CBRE, Strategic Retail Advisors, and Keller Williams.

Residential Market

- The townhouse style condos at 940 E. 2nd Street sold out in March 2013.
- Also in March: 1111 Wilshire located in City West opened bringing 210 new market rate residential units to the market.
- We continue to update and track residential building management and staff.

Education

- In March, the Metro Charter School was approved by the LAUSD Board. Fundraising is now underway to bring this project to Downtown Los Angeles.

Special Events

- The DCBID was a proud supporter of an independent film that was set and filmed in Downtown Los Angeles. "Dorfman in Love" premiered on March 21st at the Downtown Independent Theater on Main Street.

Quarterly DRMA Networking Event

- The first DRMA Event for 2013 will be hosted by Brookfield Properties at FIGat7th's Taste, a unique So-Cal Food Court. We are expecting more than 40 property managers to attend this event.

Housing/Business Walking Tours

- We hosted four (4) full Housing Tours with nearly 200 participants in total. We hosted two (2) successful Walking Tours with over 25 participants in total.

OLD BUSINESS

None

NEW BUSINESS

None

ADJOURNMENT

The next meeting will be on Wednesday, June 12, 2013, at 8:00 a.m. The meeting was adjourned.